PULCHRA

Participatory Urban Learning Community Hubs through Research and Activation

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Table of Contents

Executive summary

This Communication Plan has been prepared for the PULCHRA project to meet the deliverable D14.4 corresponding to the Dissemination Communication Work Package (WP14). It will ensure that all communication needs for the project are considered and coordinated.

The document includes all the information needed to facilitate the communication efforts of the PULCHRA project partners. In this regard it defines:
● an introduction to the project, its objectives and mission statement, and the definition of communication for this project;
● the specific communication objectives developed from the wider project objectives and mission statement;
● the target audiences for achieving these objectives;
● the tools and channels that will be used for meeting these objectives and their specific goals;
● the KPIs and targets to evaluate the progression towards and achievement of these goals;
● the key messaging for communications;
● the brand guidelines for communications;
● the timescale and responsibilities for delivering the various communication activities.

Although the Communication Plan is a deliverable to be submitted by Month 6 of the project, the more specific details of the communication plan will be defined as the project develops. It will therefore be regularly reviewed and updated to ensure that its objectives are met and approaches amended if necessary.

Note: This plan is for external communication of the project. Internal communication is considered in other deliverables e.g. D2.2 and WP7

Version History

Version	Date
0.1 First Draft	08/01/20
0.2 Second Draft	21/01/20
0.3 Third Draft	29/01/20
Final	31/01/20

Introduction

PULCHRA Overview

PULCHRA aims to explore the open schooling concept in the theme "Cities as urban ecosystems" and in view of creating new partnerships in local communities to foster science education for all citizens. The open schooling concept provides an open and inclusive learning environment. It supports the development of innovative projects and provides points of access for all members of society. Student projects meet real needs of the community by drawing upon local expertise and experience. Through this approach, students learn to understand and reflect upon their place in the world. The approach strengthens collaboration and mutual mentoring. Schools, in cooperation with other stakeholders will become agent of community well-being, taken the theme to be explored encompasses the natural environment, the built environment and the socio-economic environment in cities.

The PULCHRA project targets the exploitation of the concept of open schooling in view of bringing new scientific knowledge for the city as an urban ecosystem, by facilitating participation of citizens of all ages in scientific discovery, by building a learning, exploring and activation network, by developing knowledgeable, innovative and participatory communities and by exploring common issues related to the city as an urban ecosystem through specially designed City Challenges.

The PULCHRA consortium consists of twelve (12) partners from ten (10) EU Member States (Greece, Czech Republic, Cyprus, Germany, Ireland, Italy, Latvia, Poland, Romania, and Sweden) that collectively constitute a team fully capable of achieving the project objectives.

PULCHRA Objectives

- To develop and use a City Challenges Platform (including web based interaction and visualization modules) amenable to students, parents, educators, citizens, scientists, local administrators including a collaboration feature allowing experts to guide non-experts in terms of the interpretation of findings.

- To develop the City Science Teams with the participation of teachers and students, parents, professionals from the business community, scientists, local administrators, citizens, etc.

- To develop open source educational e-material, e-guidelines and smartphone app for analyzing the urban ecosystem and challenges demonstrating in detail the links between the cities as urban ecosystems and science (physics, chemistry, biology, geography, mathematics, materials science and informatics) and technology.

- To "Experience Science" through the organization of two pilot City Challenges, also open to the general public, in the science fields as related to the cities as urban ecosystems

- To organize and implement, in coordination with local research centres, Universities and scientific associations, open activities, also in support of the City Challenges, to students,

parents and citizens in general, under the theme "Meet the scientists – Introduce science in the city – approach the city as an urban ecosystem ".

- To bring real life projects as related to cities as urban ecosystems in the classrooms through focused collaborations with professionals and enterprises.

- To motivate students towards new technologies, mainly the use of Earth Observation (Copernicus program and Sentinel missions) and navigation tools, etc.

- To report the concept of the city as an urban ecosystem, as well as Challenges, finding and solutions to the public through the City Science Reporters action.

Mission Statement of PULCHRA

The **PULCHRA** project targets the exploitation of the concept of **open schooling** in view of:

(a) Bringing new scientific knowledge for the city as an urban ecosystem and facilitating participation of citizens of all ages in scientific discovery;

(b) Building trust in the method of science through the own experience of participation, thus strengthening the awareness that building an own point of view and establishing own decisions on comprehensible evidences is personally and societally more effective than following propaganda.

(c) Establishing concepts to recognize the strong links of the natural environment, the built environment and the socio-economic environment. Understanding these links is essential to identify the own capacity to participate in shaping the own living environment. To this end **PULCHRA** aims at building a learning, exploring and activation network, which allows to experience and understand the urban ecosystem as living organism.

(d) Developing knowledgeable, innovative and participatory communities able to cope with and actively contribute to addressing current and anticipated challenges at the city scale. Taking note of the similarity of challenges arising from societal, economic and environmental change in most cities in Europe and worldwide, is essential to recognize the benefit from international collaboration in order to cope with these challenges.

(e) Exploring common issues related to the city as an urban ecosystem through specially designed City Challenges.

EC Definitions

The EC shares the following definitions, in the document "Making the most of your H2020 Project" published by the European IPR Helpdesk in 2018, with the aim that all project beneficiaries have a common understanding of these concepts:

Communication:
"Communication on projects is a strategically planned process, which starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its

results. It requires strategic and targeted measures for communicating about (i) the action and (ii) its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange." It´s objective is to reach out to society and show the impact and benefits of EU-funded R&I activities, e.g. by addressing and providing possible solutions to fundamental societal challenges and it focuses in **informing about and promoting the project and its results/success**.

Note: Participants may opt out of making information/results openly available if there are legitimate reasons; such as for commercial confidentiality, privacy or security requirements, prior to filing a patent, etc.

Details of the definition of project results are given in the dissemination plan.

Links to the Dissemination Plan

As many of the communications will also help to disseminate the project there is a strong link to the dissemination plan and there are crossovers in that regard. **Communication in the project is concisely defined as "informing and promoting the project and its results" as opposed to the dissemination plan's purpose of "public disclosure of the results".**

Dissemination is making sure the project's results are easily available to the target dissemination audiences – using language tailored to the specific audience e.g. scientific results might be made available in scientific language for the scientific community on the website.

Communication activities, on the other hand, can be thought of as increasing the public visibility of the project and its results, generally using broader accessible language e.g. the project and its results might be communicated to a science journalist in the national press through a press release to increase visibility. This press release would avoid getting into the detailed scientific language of the results.

Similarly, as dissemination activities will help towards the achievement of exploitation activities (i.e. the utilisation of results in further research activities) there is a strong link and a number of cross-overs with the exploitation plan.

An example that illustrates these crossovers might be: an event brochure used as a tool to disclose the project results to the scientific community might also act as a communication tool when picked up by a journalist. While the brochure might also encourage someone in the scientific community to use the results in further research, therefore becoming an exploitation tool. This illustrates how certain tools and activities can oscillate between dissemination, communication and exploitation.

More detailed explanations of the differences and crossovers of dissemination and communication (and exploitation) can be found in this document:

http://www.iprhelpdesk.eu/sites/default/files/newsdocuments/EU-IPR-Brochure-Boosting-Impact-C-D-E.pdf

Key Objectives

The key objectives have been directly created from the mission statement and the EC communication definition. If the objectives are met, the project in all its various elements, as broken down in the mission statement, will have been successfully communicated. They will provide an important focus on what must be successfully communicated. It will be important for PULCHRA to continuously monitor and assess the progress towards the achievement of these communication objectives. Further objectives may be developed as the project develops.

Objective 1
The successful informing about and promoting of the processes taken, knowledge gained, and the results achieved from the exploitation of the concept of open schooling and facilitating the participation of citizens of all ages in scientific discovery.

Objective 2
The successful informing about and promoting of the processes taken, knowledge gained, and the results achieved from using the City Challenges, and the learning, exploring and activation network, to explore the city as an urban ecosystem.

Objective 3
The successful informing about and promoting of the processes taken, knowledge gained, and the results achieved from the approach of building trust in the method of science for developing viewpoints as opposed to following propaganda.

Objective 4
The successful informing about and promoting of the processes taken, knowledge gained, and the results achieved from developing communities to cope with and contribute to addressing City Challenges.

Objective 5
The successful informing about and promoting of the processes taken, knowledge gained, and the results achieved from establishing concepts to recognize the strong links between the natural, built and socio-economic environment while also recognizing the similarities across cities and the benefits of collaboration.

To reach these objectives it will be important to highlight the target audiences for communication; the tools and channels to be used to reach these audiences, the goals for these tools and channels, and the KPIs and targets to evaluate success in these goals.

Target Audiences

Audiences for communication are any audience that may take an interest in the project, its actions and results. It is important to identify the target audiences in order to direct the main communication activities towards engagement by them. Communication activities such as tools, messaging, etc. will be tailored according to the specific targeted audiences.

Several audiences have been identified to be targeted for optimal communication of the project from within and outside the project's network. While the target audiences are largely focused external to the project, it will also be important to communicate actions taken and results to all the internal participants of the project.

The targeted audiences fall under the following categories:

(a) Education Community

Schools (their students, teachers, senior managers, families and other staff), universities and colleges (academics, students, researchers, etc.), and other educational bodies and educators in general.

(b) Scientific Community

Scientists, scientific bodies (societies, institutes, councils, colleges), science engagement institutions and professionals, scientific publishing houses.

(c) Enterprises – the private sector

Technology providers, business users, chambers of commerce, etc.

(d) Local Authorities

Municipal, local, regional, town, city and provisional authorities, boards, parliaments, assemblies, councils, committees, premiers and mayors.

(e) Local Communities

Local groups, specific local residents of an area, specific demographics within an area – each country and city area will have specific community groups that will take interest in these projects.

While not necessarily key stakeholders in the project, communicating with groups within local communities will promote the project and its results with the relevant people in the local community. It will be particularly important to identify groups that will be interested in the project and its results because of the effect within their community groups e.g. a local cycle group might be interested in an air pollution project.

(f) General Public

Communication activities will raise overall awareness on and engagement with the project, its objectives, knowledge gained and results, to members of the public.

While the public in general will be targeted there is an opportunity with this target audience to explore targeting groups of people and individuals who don't usually engage with these types of projects and who are not included in the other target audiences. It will be important for partners to try and identify these audiences. It will be important for partners to try and identify these audiences. For example people who live near heavy traffic roads might be interested in an air pollution project so posters for events might be put up in these communities' advertising boards.

(g) Media and Journalists

Media and journalists will be a target audience for the communication plan to ensure the optimum promotion of the project and its results in the media. The specific media outlets and journalists to be engaged directly will be determined by the partners of the consortium.

The specific audiences within these categories will be identified by the individual partners of the consortium. Consideration will be given to communicating the results on a global, European, national, city and local levels. Details of these will be added to this document at a later stage. For more information see the Timescales and Responsibilities section.

Tools and Channels

Several tools and channels will be developed and/or utilized for the communication of the project to the different audiences identified. SMART goals have been created for each communication tool and channel to ensure they are successfully used to meet the overall communication plan objectives.

It is also important to identify the Key Performance Indicators (KPIs) for the various goals that will meet the communication objectives. These will indicate how much progress is being made towards goals. Furthermore, targets will be set for these KPIs to indicate success in the goals. It will also be important to measure progress towards these targets on a regular basis to ensure enough progress is being made. As this is a living document the KPIs and targets will need to be reviewed on a regular basis as more accurate KPIs and targets emerge.
A table of Communication Tools, Goals, KPIs and Targets is available in the appendix of this document.

It should be mentioned that most of the communication material is planned to be digital in an effort to minimize adverse environmental impacts due to excessive printed matter. A limited part of the communication material (e.g. a short explanatory brochure on the project and its objectives) may be in printed manner.

(a)   Website

The website and its blog will be the main communication tool employed. It will provide consistent communication throughout the project and will remain for five years after its conclusion for reference by the targeted audiences post-project. The website will be updated bi-weekly with content. More regular updates will be made closer to events.

*Goal 1: **The website and its blog will engage the targeted audiences in the overall introduction of the project, its objectives, communications, learnings, knowledge gained and results.***

KPI 1: Reviews of the website content will take place periodically throughout the programme to ensure relevant content related to the main deliverables of the programme is uploaded to the website in a user friendly and timely fashion. These reviews will correspond with realisation and publication of various programme objectives, learnings, results etc.

Target 1: 20,000 visitors by the end of the project.

KPI 2: From Google Analytics measuring Bounce Rate, Pages/Visit, Avg. Visit Duration, Engagement Rate (number of visits that were 3 minutes or more). Conversion goals will be used – contact page conversions, content downloads, and videos viewed.

KPIs for social media referrals will be relevant to the success in the shareability of website content.

Target 2: The target for the KPIs on communication through the website will be linked to each of the main objectives of the project and will be determined in conjunction with the package leads.

Goal 2: The website and blog will provide clarity on the actions of the project and its results, avoiding complicated technical jargon (unless content is specifically targeted to technical audiences).

KPI 1: Reviews of the website will take place periodically throughout the programme to ensure it meets Goal 2. These reviews will correspond with realisation and publication of various programme objectives, learnings, results etc.

Target 1: The target for the KPIs on communication through the website will be linked to each of the main objectives of the project and will be determined in conjunction with the package leads.

KPI 2: The analytics for Goal 1 will also be relevant for measuring the clarity of the content for the targeted audiences.

Target 2: The target for the KPIs on communication through the website will be linked to each of the main objectives of the project and will be determined in conjunction with the package leads.

Goal 3: The website and the results will be accessible and meet usability standards.

KPI 1: Reviews of the website content will take place periodically throughout the programme to ensure the content is accessible and meets usability standards

Target 1: The target for the KPIs on communication through the website will be linked to each of the main objectives of the project and will be determined in conjunction with the package leads.

KPI 2: Feedback on the website from users – less negative feedback from users on usability and accessibility as any bugs are fixed etc. will indicate progress towards the goal.

Target 2: The target for the KPIs on communication through the website will be linked to each of the main objectives of the project and will be determined in conjunction with the package leads.

Methods to reach these goals

Aspects of the website that will ensure its success in the objectives above will be:

1. **The website structure** - will provide, in a fast and effective manner, a view of the project, its results and its usefulness for the targeted audiences. PULCHRA partners will also link the PULCHRA website to their webpages and other relevant pages.

2. **Blog** – the blog will be a way of creating consistent engaging content to inform target audiences on the project and promote the project to these audiences. Content for the blog will mainly come from the City Science Reporters and the partners.

3. **Results Pages** – clear, engaging, accessible results pages will be created that will communicate the results from the project. These will need to provide a page with clear contact details to the relevant stakeholders for disseminating further information.

(b)   Stakeholder Websites and Other Channels

Stakeholder websites and channels will be important tools for the communication of project results. It will be important for the consortium to be active in availing of the opportunities to communicate on their own websites and channels and any other stakeholder websites and channels.

Goal 1: To ensure the widest use of stakeholder websites and channels is made to inform and promote the project and its results throughout the project with a greater push after results are published.

KPI 1: Results from a survey will determine the number of stakeholder websites and channels that have promoted the project and its results and the level of engagement with these (from their own analytics).

Target 1: A specific target for this will become more apparent as the project progresses.

(c) Events

A number of events will provide opportunities to inform and promote the project to target and wider audiences. The events listed below are the main PULCHRA events. It is important to note that audiences can be engaged whether or not they attend the events e.g. through the communication and live broadcast of the events.

1. The Presentation Events

Each partner (or partner group) will organize a one-day event for the presentation of the project (preferably 3rd quarter of Year 1) (their exact type/format, i.e. workshop, conference, exhibition, etc. to be decided) to:

(a) examine studies and real-life projects linked to cities as urban ecosystems,
(b) present the objectives and structure of the PULCHRA project,
(c) assess user requirements of schools and stakeholders,

(d) present the concept of the City Challenges Platform and the ways to interact with the Platform.

The event will be open to any interested party, with special attention to the educational society, the scientific community, professionals from enterprises and organizations, and, most importantly, students and their parents.

2. City Challenge Events

Each partner will organize two city challenge events.

The first event will be a one-day event – within the school - to discuss the City Challenge. It will involve the engagement of potential partners and supporters from the public/private sectors with the students, teachers, local citizens, decision makers, and representatives for the city. This presents an ideal opportunity to inform and promote the project to targeted audiences.

A second event will take place when results and proposed solutions are presented to the local community of the school. This is an opportunity to inform and promote proposed project actions to the targeted audiences.

3. International Workshops

Three international workshops will be organised as follows:

• Workshop #1 on the topic "Educational methods in support of science and science education for Cities as Urban Ecosystems" (Bucharest, KOM+12)

• Workshop #2 on the topic "City Challenges – Open Schooling – The Cities as Urban Ecosystems" (Prague, KOM+24)

• The closing Workshop in Athens, 35 months from the KOM.

These workshops will be ideal opportunities to present information on the project and to and promote it to the targeted communication and dissemination audiences. Specific communication plans will be made for these events to ensure wide media and social media coverage of each of the events.

Efforts should be made to invite and engage key communication and dissemination target audiences at these events.

Goal 1: The events will be used as an opportunity to inform about the project and promote the project and its results to the targeted communication audiences.

KPI 1: The feedback from events, the number of people watching videos from events, audience figures from events.

Target 1: Specific targets for this will depend on the specific event and will become more apparent as the project progresses.

Goal 2: The events will be used as an opportunity to create awareness of the project communication tools such as the website, social media accounts and hashtags, City Science Reporters, videos, etc.

KPI 1: Event materials will need to be developed and produced to create awareness of communication tools.

Target 1: Specific targets will be dependent on specific events and will become more apparent as the project progresses.

Methods to reach these goals

Aspects of the events that will ensure its success in the objectives above will be:

Presentations – presentations will be engaging to the target audiences with a clear presentation of the project, communication tools, and its results.

Workshops – workshops will be designed and delivered at particular events to train participants and obtain feedback and information from stakeholders about the project

Event materials – event materials will give information on and promote the project, its communication tools, and its results.

Online communications – such as social media posts, blog posts, etc. will be used to give information on and promote the project and its results along with details of where the results can be found and resources accessed (e.g. website pages).

Media communications – such as media releases should give information on and promote the project and its results along with details of where the results can be found and resources accessed (e.g. website pages).

(d) Scientific Publications

Scientific publications will also be used as a tool to give information on and to promote the project and its results. These will be at an international, national and local levels. The specific journals to be targeted will be identified by the consortium and added to the communication plan at the appropriate stage.

Goal 1: To effectively promote the project and its results in scientific publications.

KPI 1: Number of scientific publishing houses that have shown positive interest in the project e.g. turned up at events, followed on social media etc.

Target 1: A specific target for this will become more apparent as the project progresses through estimates from consortium in a survey.

KPI 2: The number of publications and citations using or referencing PULCHRA results. Measured through surveys identifying articles written and posters presented, and citation analysis for mention of PULCHRA results.

Target 2: A specific target for this will become more apparent as the project progresses through estimates from consortium in a survey.

Methods to reach these goals

Other communication tools – such as targeted meetings, the website, media, social media, press releases, etc. will be used to ensure the engagement of scientific publications.

(e) Social Media

Social media will be one of the main tools for increasing visibility and promoting the project and its results to the target communication audiences. Social media allows you to reach an extremely wide — but also targeted — audience, maximising the impact and successful exploitation of the research results.

Examples of social media platforms are:

Facebook

Twitter

Instagram

LinkedIn

YouTube

PULCHRA will have its own pages on each of these accounts to be coordinated by NTI using the logo and brand. Other partners that have been identified as having the appropriate skills may also act as administrators of these accounts and can create content when needed.

The use of partners' and stakeholders' own social media channels will be important communication tools. NTI will gather a list of these channels and partners will be used to encourage promotion of posts across the various channels. The various stakeholder channels will be encouraged to like and follow the PULCHRA social media pages and engage, like and share the posts from these channels. Posts created on stakeholders social media channels that relate to PULCHRA will be brought to the attention of NTI to share on PULCHRA social media (e.g. through including a project hashtag on the posts).

Graphics, images and videos will be created by NTI that will be used on the PULCHRA accounts. Some of these will be made available to be used on stakeholder social media channels. Where appropriate these will be customizable for the local audience using the skillsets of the partner organisations.

Content, tone and style - approaches & guidelines

- Communications on social media will largely be in English from the PULCHRA social media accounts as standard, except when it is advantageous to use other languages. Communications in regional, national and local accounts should be in any suitable language.

- Jargon, technical language and acronyms should be kept to a limit.

- Communications on social media should be visual where possible i.e. use images, photos, videos, animations.

- Content should be valuable to the targeted audiences and the project.

- Posts will be **short, clear and catchy** - 3 sentences at most on Facebook.

- Posts will **convey emotions**.

- Content will be **engaging, varied, accurate, relevant, worthwhile and visual** to help build our audience and to create credibility.

- Content will convey the project's **impacts and contribution to society.**

- The administrator will tag appropriate **handles**, to ensure your content reaches the widest audience possible.

- **Events** – live posts or pictures of events will be important for some stakeholders. However, they may not necessarily be relevant content for people who did not attend. They are more likely interested in the outcomes of such events (minutes, reports, links to presentations and interviews, etc.).

- **Responsive and receptive, use of social listening is desirable -** quickly considering and addressing comments and queries that will help build positive engagement in the project. However, engaging with 'trolls' is often counter-productive.

- The tag **@EU_H2020** will be used on key posts to alert the Horizon 2020 social media of the posts for sharing.

- Initial main hashtags to be used will **be #PULCHRA, #ScienceInTheCity #UrbanEcosystems**. However, analysis will see which of these are working best.

- **Be respectful is a core value of social media policy**

- **Linking the project with hot topics and issues will be advantageous.**

Frequency of Posts

On average at least one social media post a week will be made from the PULCHRA accounts giving an update of the project. With posts increasing at key times such as during the workshop events.

City Science Reporters

City Science Reporters will be encouraged to create content and be active on the PULCHRA social media accounts and their own school social media accounts.

Communicating and Disseminating Results

When scientific papers have been peer-reviewed and published or results are available:

- use will be made of the @EU_H2020 tag for maximum impact
- a link will be provided to the paper/article or results page
- tags will be made to the publisher, to reach a wider audience.
- links will be posted to recently published related scientific articles (to reach journalists who might cover the story, or other researchers to have relevant scientific discussions with).

Goal 1: To build following on social media from the targeted audience that is increasing as the project develops.

KPI 1: The number of followers on the various social media platforms.

Target 1: A specific target for this will become more apparent as the project progresses. Initially a general target of 10% growth monthly will apply if suitable.

Goal 2: To create awareness of the project by the targeted audiences on social media.

KPI 1: Reach of posts, # of followers, # of mentions, shares & retweets.

Target 1: A specific target for this will become more apparent as the project progresses. Initially a general target of 10% growth monthly will apply if suitable.

Goal 3: Drive traffic from social media to the website.

KPI 1: Google Analytics – traffic source from social, bounce rate from social, clicks on social media posts.

Target 1: A specific target for this will become more apparent as the project progresses.

Goal 4: Engage the targeted audience in the project.

KPI 1: # of likes, shares and comments. # of mentions and replies by PULCHRA

Target 1: A specific target for this will become more apparent as the project progresses. Initially a general target of 10% growth monthly will apply if suitable.

Goal 5: Increase mentions in the press through social media.

KPI 1: Press release posts - Reach. # of shares and mentions. # of influencers. # of questions coming through social media from journalists

Target 1: A specific target for this will become more apparent as the project progresses.

Goal 6: Effectively responding to relevant comments and messaging in a suitable time.

KPI 1: # of replies to comments. # of replies to messaging. Time to reply.

Target 1: A specific target for this will become more apparent as the project progresses.

Methods to reach these goals:

Engagement of stakeholder accounts from consortium – NTI will gather lists of stakeholder accounts to engage with on social media. Partners and stakeholders will be encouraged to contribute to the list and also share, like and comment on PULCHRA social media and via their independent channels.

Effective use of analytics – The use of analytics will inform progress towards the goals. It will highlight what is working and what is not to achieve the goals.

Following the above guidelines for content, tone and style while adhering to best practice for each platform.

Creation of engaging, targeted and relevant content.

(f) Press Releases and Media Opportunities

Press releases and the media opportunities will be vital tools to promote the project and its results to target audiences. Two press releases will be made per year by each partner.

The first stage for success in using these tools will be to gather information of the key media contacts and journalists to be communicated to. The consortium will gather this information centrally and each partner will to identify and engage international, national and local media contacts and opportunities as appropriate.

This data will be used to create a database of international, European, national and local media outlets and contacts. From this it will be determined who will engage with what media and using what platform, as the opportunities arise.

Templates for press releases, media alerts and event invites to media will be created by NTI in English that can be adapted to be sent to local media outlets.

City Science Reporters will play an important role in communicating to and engaging directly with the media. They will be encouraged to be active in creating press releases, photo-calls, media alerts and invites to local events. They may also be involved in media-monitoring. Training documents will be provided while relevant communication resources/translations from the partners will help with training and support at national levels.

While it will be important to engage the media in the project on an ongoing basis throughout its lifetime, key media engagement periods will be focused around events and the publication of resources, methodologies, actions and results.

An action to be assessed in terms of its suitability and applicability within the project as well as in the period following the completion of the project is the cooperation with local or international media services to use the extracted products in televised broadcasts.

Goal 1: To create increasing awareness in the media of the project and its results.

KPI 1: # of media mentions. # of media outlets and journalists engaging/following PULCHRA social media.

Target 1: A specific target for this will become more apparent as the project progresses. Initially a general target of 10% growth monthly will apply if suitable.

Goal 2: To create increasing engagement in the media of the project and its results.

KPI 1: # of media mentions. # of media outlets and journalists engaging/following PULCHRA social media.

Target 1: A specific target for this will become more apparent as the project progresses. Initially a general target of 10% growth monthly will apply if suitable.

Goal 3: To gain extensive positive exposure in the media (marked by media mentions) on the project and its results.

KPI 1: # of media mentions and quality of media mentions.

Target 1: A specific target for this will become more apparent as the project progresses. Initially a general target of 10% growth monthly will apply if suitable.

Methods to reach these goals

- **Internal structures to create media database and key communicator tools**
- **Trained and active City Science Reporters**
- **Templates and procedures available to use and guide partners**

(g) Videos

Video and animations can be an effective communication tool to engage the target audiences in the project and its results.

Videos will be created by NTI, City Science Reporters and identified communication personnel within the partners, as required. A review of partners abilities and resources will identify, levels of expertise, skillsets and equipment available for video production.

When budgets or resources do not allow for professional video to be created amateur videos can be created using mobiles that can be adequate to share on social media etc. Guidelines and tips will be provided to ensure these are as good quality as possible.

YouTube can be an effective way to promote the project as it is the second largest search engine after Google and YouTube videos are prioritized in Google searches.

Live videos of events are a good way to ensure engagement with the event from people who can't attend the event.

Educational videos give value to target audiences who often search YouTube to learn more about a subject.

Videos should ideally be short, engaging, and have the best audio and visual quality as possible.

Goal 1: To use videos effectively to promote the project and its results to the target audiences.

KPI 1: # of videos created. # of video views.

Target 1: A specific target for this will become more apparent as the project progresses. Initially a general target of 10% growth monthly will apply if suitable.

Methods to reach these goals

- **Internal review to identify, capacity, expertise, skillsets and assets for video production**.
- **Video guidelines.**
- **YouTube activation – educational videos give value to audiences.**

(h) City Science Reporters

City Science Reporters teams will be important tools for promoting the project and its results. They will be active in contributing to the goals of all the communications tools and channels.

Goal 1: City Science Reporters teams will be successfully trained in contributing to the communication tools' goals in order to promote the project and its results.

KPI 1: # of training documents distributed to teams, # of satisfied responses to survey on training, # of trained students

Target 1: A specific target for this will become more apparent as the project progresses.

Goal 2: City Science Reporters teams will be successfully engaged and active in contributing to the communication tools' goals in order to promote the project and its results.

KPI 1: # of usable blogs provided from City Science Reporters, # of social media posts created or contributed to by City Science Reporters, # of press releases created by City Science Reporters, # of media engagements by City Science Reporters, # of school events City Science Reporters helped organise, # of publications to journals helped by City Science Reporters, # of contributions to the e-newsletter, # of project brochures the City Science Reporters helped to create, # of e-newspaper articles published.

Target 1: Specific targets for this will become more apparent as the project progresses.

Methods to reach these goals

Interact with the press and science media - The City Science Reporters will contribute to communications to the press and media through press releases and social media posts.

Prepare communication materials - The City Science Reporters will contribute to the preparation of the communication materials such as project brochures that will contain project results.

Blog Pieces - The City Science Reporters will be active in creating engaging blog pieces for the website.

Publications to journals - The City Science Reporters will be active in creating publications for journals.

Organize school events to enhance communication. **-** The City Science Reporters will be active in organizing and communicating these school events.

Prepare students' e-newspaper reports on the project.

Contribute to e-newsletter. **-** The City Science Reporters will be active in contributing content to the e-newsletter.

(i)   E-newsletter

The newsletter will be distributed every 6 months. It will contain contributions from students, the participants, affiliated entities, open source material, etc.

Goal 1: Distribute every 6 months an engaging e-newsletter that promotes the project and its results to the specific target audiences for the e-newsletter.

KPI 1: e-newsletter produced every 6 months with analytics showing high amount of open rate.

Target 1: 6 monthly production with 20% open rate.

(j)   Project Brochures

An overall explanatory brochure on the project and its objectives will be produced and will be used as an overall introduction to the project. It will be a communication tool used to promote the project and its results. 1,000 copies will be produced in hard copy to be used in suitable communication opportunities where a soft copy is less impactful such as at events. A soft copy will be available to distribute online. The

individual project brochures will be created by the city reports of the individual projects.

Goal 1: An engaging project brochure promoting the project and its results is produced in print and online and distributed to the targeted audiences.

KPI 1: Brochure produced and distributed with feedback and analytics shows a high engagement rate with it.

Target 1: A specific target for this will become more apparent as the project progresses.

Goal 2: Individual project brochures are created by City Science Reporters promoting the project and its results.

KPI 1: Brochures are produced and distributed with feedback and analytics shows a high engagement rate with it.

Target 1: A specific target for this will become more apparent as the project progresses.

(k)   Novel/Art Communications

Novel and artistic communications outside the normal channels are encouraged due to their ability to engage a wider audience and the general public. They also have potential to break through the noise created from the amount of communications trying to get our attention on an ongoing basis. If these installations engage other senses, not just the eyes they can be very effective in communicating a message. These can be effective at particular events or locations where the targeted audiences are present. Some examples for inspiration can be found at http://sowdata.ie/

Goal 1: To put in place novel and/or art communications that are outside the normal communication channels and engage the audience in the project.

KPI 1: Number of novel and art communications reporting a high engagement rating.

Target 1: A specific target for this will become more apparent as the project progresses

(l)   Targeted Meetings

Targeted meetings with the target audiences, organised by stakeholders when appropriate, will be used to promote the project and its results. These are a more direct way to communicate with key stakeholders.

Goal 1: To organise effective meetings with the targeted audiences to promote the project and its results.

KPI 1: Number of targeted meetings with engagement on results made.

Target 1: A specific target for this will become more apparent as the project progresses.

Methods to reach these goals

Organising meetings – at appropriate and effective times with the relevant audiences.

(m) Shareable Dataset

The **PULCHRA** project will collect and generate datasets and will participate- voluntarily- in the **"Open Research Data Pilot in Horizon 2020"**; to this end a 'data management plan' will be developed as a distinct deliverable within the first 6 months of the project.

Goal 1: Data collected in the research data pilot will be used effectively to promote the project and its results to the targeted audiences.

KPI 1: The KPI for this will be the numbers of data and datasets in the Open Research Data Pilot used to promote the project and its results.

Target 1: The targets for this will be decided on as the project progresses.

Key Messages

These key messages are the main points of information we want our targeted audiences **to hear, understand, and remember**. They should be reflected in **all** written and spoken communications. They provide **consistency and accuracy** while allowing **focus** when communicating with the media and other targeted audiences.

These messages will be tailored to the specific target audiences. The messages will be developed by looking at the **shared values** of the project and the target audiences. They will meet **the communication objectives** of the project while addressing **what holds value** in the project for the specific audiences. Messages are related to the overall project, however **the more targeted messaging will come from specific individual projects within PULCHRA and should be tailored to what holds value in the specific individual projects for the specific audiences**.

The messages **will be developed** over the lifetime of the project as feedback on them is gathered. They can also be tailored to suit the specific projects and local audiences and languages.

Overall communication of the project:

The name PULCHRA will likely mean nothing to most stakeholders and give no indication of what the project is about. It also sounds technical and distancing. It is therefore essential that any communication on the project, names the project as PULCHRA but straight after explains it as *'a science in the city project'*. While further explaining it as *'involving schools working with wider society to explore the city as an urban ecosystem'*. Finally clarifying how *'it does this through specific challenges'*.

1) Education Community

a) The project is an opportunity for students and the wider community to explore the **open schooling concept** which creates an **open and inclusive learning environment for all members of society**.

b) Student projects **meet real needs of the community** by developing and drawing upon **local expertise and experience**.

c) The project aims to bring **new scientific knowledge for the city as an urban ecosystem**.

d) It **strengthens collaboration** and **mutual mentoring** for the school/ university with the wider community.

e) Schools will become **agents of community well-being**.

f) Through this approach, **students learn to understand and reflect upon their place in the world**.

g) It will **motivate students toward new technologies**.

h) It will be an **opportunity to collaborate** with the scientific community, local authorities, local organizations, enterprises and the local community.

2) Scientific Community

a) The project is an opportunity to bring **new** scientific knowledge **on the city as an urban ecosystem** and to **facilitate participation of citizens of all ages in scientific discovery**.

b) It will **build trust in the method of science** through **the experience of participation**.

c) It will establish concepts to recognize the **links between the natural environment, the built environment and the socio-economic environment**.

d) Explores **links between the cities as urban ecosystems and science** (physics, chemistry, biology, geography, mathematics, materials science and informatics) **and technology**.

e) It will be an **opportunity to collaborate** with the education community, local authorities, enterprises and the local community.

3) Enterprises – the private sector

a) It will **motivate students toward new technologies**.

b) The projects will **meet real needs of the community** by drawing upon **local expertise and experience**.

c) It will develop **knowledgeable, innovative and participatory communities.**

d) Explores **links between the cities as urban ecosystems and science** (physics, chemistry, biology, geography, mathematics, materials science and informatics) **and technology**.

e) It will be an **opportunity to collaborate** with the education community, local authorities, the scientific community and the local community

4) Local Authorities/Municipalities

a) Opportunity for local authorities to work with broader society on projects that look at **challenges and issues related to the city as an urban ecosystem** that are relevant to local authorities (e.g. for creating policy or doing research)

b) The project will **facilitate participation of citizens of all ages in scientific discovery**.

c) It will be an **opportunity to collaborate** with the education community, enterprises, the scientific community and the local community.

d) Schools will become agents of **community well-being**.

e) The theme will **explore areas of the city relevant to local communities** - **the natural environment, the built environment and the socio-economic environment in cities**.

5) Local Communities

a) Opportunity for local communities to work with broader society on projects that look at **challenges and issues related to the city as an urban ecosystem** that are relevant to them.

b) The project will **facilitate participation of citizens of all ages in scientific discovery**.

c) It will be an **opportunity to collaborate** with the education community, enterprises, the scientific community and local authorities.

d) Schools will become agents of **community well-being**.

e) It will develop **knowledgeable, innovative and participatory communities** by **exploring common issues related to the city as an urban ecosystem** through specially designed City Challenges.

6) General Public

Messaging to the general public will depend on the specific general public audience that will be engaged from time to time. That said many people will hold value in several characteristics of the project such as:

a) That it is **exploring the city as an urban ecosystem**.

b) That it will **facilitate participation of citizens of all ages in scientific discovery**.

c) That it will explore the interesting concept of **open schooling** which creates an **open and inclusive learning environment for all members of society**.

d) That it will encourage **schools** to become **agents of community well-being**.

e) That **various stakeholders across society will collaborate** in the project.

f) That it aims to develop **knowledgeable, innovative and participatory communities.**

7) Media and Journalists

Messaging to the media will depend on the specific media audience that will be addressed e.g. a scientific journalist will be interested in more of the messages related to the scientific community. Furthermore, they will depend on the nature and scale of the media e.g. local or national etc. Also, the various specific projects will have specific messages that the media will hold value in. That said many media outlets and journalists will hold value in several overall characteristics of the project (mainly those that hold value for the general public who are often the media's targeted audience) such as:

a) That it is **exploring the city as an urban ecosystem**.

b) That it will **facilitate participation of citizens of all ages in scientific discovery**.

c) That it will explore the interesting concept of **open schooling** which creates an **open and inclusive learning environment for all members of society**.

d) That it will encourage **schools** to become **agents of community well-being**.

e) That **various stakeholders across society will collaborate** in the project.

f) That it aims to develop **knowledgeable, innovative and participatory communities.**

g) That it will **involve local authorities and possibly local authority representatives of media interest** e.g. councilors, public representatives, mayors etc.

Any media message should ensure it is newsworthy (possibly tie in with other news); includes the who, where, what and when; and is relevant to the media's audience.

Brand Guidelines

Logos

The logo has been designed and approved by the partners. The log is available to partners on the shared google drive.

The full colour logos should be used as default. Only use the black logos when the document will be black and white.
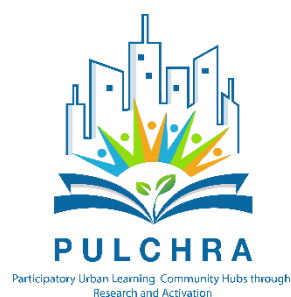

Logo A

Logo A should only be used when the name PULCHRA is already in the design and repeating it on the logo looks wrong.

Logo B

Logo B should be the default logo for designs that will be used where the name PULCHRA will be recognized.

Logo C

Should be used when an explanation of what PULCHRA means is needed.

It is important that an adequate amount of white space is left all around the logo and that no other elements are too close to it.

Colours

The colours to be used for all print or digital items for the project are below:

Primary Blue

RGB: R10 G103 B160

CMYK: C94 M36 Y0 K37

Hex: #0A67A0

Light Blue

RGB: R33 G173 B216

CMYK: C85 M20 Y0 K15

Hex: #21ADD8

Green

RGB: R146 G221 B16

CMYK: C34 M0 Y93 K13

Hex: #92DD10

Orange

RGB: R243 G167 B29

CMYK: C0 M31 Y88 K5

Hex: #F3A71D

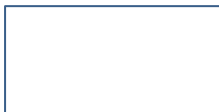**Black**

RGB: R0 G0 B0

CMYK: C0 M0 Y0 K100

Hex: #000000

White

RGB: R255 G255 B255

CMYK: C0 M0 Y0 K0

Hex: #FFFFFF

The primary blue colour is the main colour to use with rest being secondary colours.

Fonts

The fonts to be used are Helevetica Neue and Myriad Pro. With Helevetica Neue to be used as body text and Myriad Pro to be used as a heading text.

Image and Graphic Style

Images for the project should be realistic and friendly in style. Graphics should when possible tie in with the style of the logo.

Obligation and Right to Use the EU Emblem from the Grant Agreement

Unless the Agency requests or agrees otherwise or unless it is impossible, any communication activity related to the action (including in electronic form, via social media, etc.) and any infrastructure, equipment and major results funded by the grant must:

(a) display the EU emblem and
(b) include the following text:

> For communication activities:
> *"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 824466".*
>
> For infrastructure, equipment and major results:
> *"This [infrastructure][equipment][insert type of result] is part of a project that has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 824466".*

When displayed together with another logo, the EU emblem must have appropriate prominence.

For the purposes of their obligations under this Article, the beneficiaries may use the EU emblem without first obtaining approval from the Agency.

This does not, however, give them the right to exclusive use.

Moreover, they may not appropriate the EU emblem or any similar trademark or logo, either by registration or by any other means.

More details and more communication advice can be found here:
https://ec.europa.eu/easme/en/section/communication-toolkit

Disclaimer excluding Agency and Commission responsibility
Any communication activity related to the action must indicate that it reflects only the author's view and that the Agency and the Commission are not responsible for any use that may be made of the information it contains.

Consequences of non-compliance
If a beneficiary breaches any of its obligations under this Article, the grant may be reduced (see Article 43).

Please also take note of the **"Communication activities by the Agency and the Commission"** section in the Appendix 2.

Timescales and Responsibilities

Due to crossovers between dissemination activities and communication activities, a Google Sheet has been created that shows the timescales and responsibilities for all the communication and dissemination activities and is available at https://docs.google.com/spreadsheets/d/1Wv-ysCqkZORRcw3s2VZRALnbZBtA0ITZSj94A4mMWKU/edit?usp=sharing

Similar to the communications and dissemination plans, this schedule is a living document and will change over time. It is currently in a draft form and will be developed as the project develops.

Evaluating Success

The evaluation of success in relation to the overall objectives of the communication plan will be coordinated by An Taisce using the KPIs, measures and targets above including analytics on communications and reviews of partners actions and communications associated with the delivery of various work packages. The active involvement of all stakeholders in this will be essential to accurately evaluate the success of the communication of the project and its role towards the overall objectives and mission statement of the project.

Appendix 1

Table of Communication Tools, Goals, KPIs and Targets

Tool	Goal	KPI	Target
Website	**1.** Engage the targeted audiences in the overall introduction to the project, its objectives, communications, learnings, knowledge gained and results.	Reviews of the website content	20,000 visitors by the end of the project
		2. Bounce Rate, Pages/Visit, Avg. Visit Duration, Engagement Rate (number of visits that were 3 minutes or more), contact page conversions, content downloads, videos viewed, social media refferals	The target for the KPIs on communication through the website will be linked to each of the main objectives of the project and will be determined in conjunction with the package leads.
	2. Provide clarity in its results, avoiding complicated technical jargon (unless content is specifically targeted to technical audiences).	**1.** Reviews of the website	The target for the KPIs on communication through the website will be linked to each of the main objectives of the project and will be determined in conjunction with the package leads.
		2. Bounce Rate, Pages/Visit, Avg. Visit Duration, Engagement Rate (number of visits that were 3 minutes or more), contact page conversions, content downloads, videos viewed, social media refferals	The target for the KPIs on communication through the website will be linked to each of the main objectives of the project and will be determined in conjunction with the package leads.
	3. The website and the results will be accessible and meet usability standards.	**1.** Reviews of the website.	The target for the KPIs on communication through the website will be linked to each of the main objectives of the project and will be determined in

		2. Bounce Rate, Pages/Visit, Avg. Visit Duration, Engagement Rate (number of visits that were 3 minutes or more), contact page conversions, content downloads, videos viewed, social media refferals	conjunction with the package leads.
			The target for the KPIs on communication through the website will be linked to each of the main objectives of the project and will be determined in conjunction with the package leads.
Stakeholder Websites	**1.** To ensure the widest use of stakeholder websites and channels is made to inform and promote the project and its results throughout the project with a greater push after results are published.	**1.** # channels that have promoted the project and its results and the level of engagement with these	A specific target for this will become more apparent as the project progresses.
Events	**1.** The events will be used as an opportunity to inform about the project and promote the project and its results to the targeted communication audiences.	**1.** The feedback from events, the number of people watching videos from events, audience figures from events.	Specific targets for this will depend on the specific event and will become more apparent as the project progresses.
	2. The events will be used as an opportunity to engage the targeted audiences in the project with the intention of ensuring they will be active in further engaging with the overall results.	**1**. Event materials will need to have created awareness of these.	A specific target on this will depend on the specific events and become more apparent as the project progresses.
Scientific Publications	**1.** To effectively promote the project and its results in scientific publications.	**1.** #of scientific publishing houses that have shown positive interest in the project	A specific target for this will become more apparent as the project progresses
		2. # of publications and citations using or referencing PULCHRA results.	A specific target for this will become more apparent as the project progresses
Social Media	**1.** To build following on social media from the targeted audience	**1.** # of followers on the various social media platforms.	A specific target for this will become more apparent as the project

	that is increasing as the project develops.		progresses. Initially a general target of 10% growth monthly will apply if suitable.
	2. To create awareness of the project by the targeted audiences on social media.	**1**. Reach of posts, # of followers, # of mentions, shares & retweets.	A specific target for this will become more apparent as the project progresses. Initially a general target of 10% growth monthly will apply if suitable.
	3. Drive traffic from social media to the website	**1.** Google Analytics – traffic source from social, bounce rate from social, clicks on social media posts.	A specific target for this will become more apparent as the project progresses.
	4. Engage the targeted audience in the project.	**1.** # of likes, shares and comments. # of mentions and replies by PULCHRA	A specific target for this will become more apparent as the project progresses. Initially a general target of 10% growth monthly will apply if suitable.
	5. Increase mentions in the press through social media.	**1.** Press release posts - Reach. # of shares and mentions. # of influencers. # of questions coming through social media from journalists	A specific target for this will become more apparent as the project progresses.
	6. Effectively responding to relevant comments and messaging in a suitable time.	**1.** # of replies to comments. # of replies to messaging. Time to reply.	A specific target for this will become more apparent as the project progresses.
Press Releases and Media Opportunities	**1.** To create increasing awareness in the media of the project and its results.	**1.** # of media mentions. # of media outlets and journalists engaging/following PULCHRA social media. # of journalists attending events.	A specific target for this will become more apparent as the project progresses. Initially a general target of 10% growth monthly will apply if suitable.
	2. To create increasing engagement in the media of the project and its results.	**1.** # of media mentions. # of media outlets and journalists engaging/following PULCHRA social media. # of journalists attending events.	A specific target for this will become more apparent as the project progresses. Initially a general target of 10% growth monthly will apply if suitable.

	3. To gain extensive positive exposure in the media (marked by media mentions) on the project and its results.	**1.** # of media mentions and quality of media mentions.	A specific target for this will become more apparent as the project progresses. Initially a general target of 10% growth monthly will apply if suitable.
Videos	**1.** To use videos effectively to promote the project and its results to the target audiences.	**1.** # of videos created. # of video views.	A specific target for this will become more apparent as the project progresses. Initially a general target of 10% growth monthly will apply if suitable.
City Reporters	**1.**City Reporters teams will be successfully trained in contributing to the communication tools' goals in order to promote the project and its results.	**1.** # of training documents distributed to teams. # of satisfied responses to survey on training. # of trained students	A specific target for this will become more apparent as the project progresses.
	2. City Reporters teams will be successfully engaged and active in contributing to the communication tools' goals in order to promote the project and its results	**1.** # of usable blogs provided from city reporters, # of social media posts created or contributed to by city reporters, # of press releases created by city reporters, # of media engagements by city reporters, # of school events organised by city reporters, # of publications to journals by city reporters, # of contributions to the e-newsletter, # of project brochures created, # of e-newspaper articles published.	A specific target for this will become more apparent as the project progresses.
E-newsletter	**1.**Distribute every 6 months an engaging e-newsletter that promotes the project and its results to the specific target audiences for the e-newsletter..	1. e-newsletter produced every 6 months with analytics showing high amount of open rate.	6 month production with 20% open rate.
Project Brochures	**1.** An engaging project brochure promoting the project and its results is produced in print and online and distributed	**1.** Brochure produced and distributed with feedback and analytics shows a high engagement rate with it.	A specific target for this will become more apparent as the project progresses.

	to the targeted audiences.		
Novel/Art Communications	**1.** To put in place novel and/or art communications that are outside the normal communication channels and engage the audience in the project.	**1.** Number of novel and art communications reporting a high engagement rating.	A specific target for this will become more apparent as the project progresses
Targeted Meetings	1.To organise effective meetings with the targeted audiences to promote the project and its results.	1. Number of targeted meetings with engagement on results made.	A specific target for this will become more apparent as the project progresses.
Shareable Dataset	**1.** Data collected in the research data pilot will be used effectively to promote the project and its results to the targeted audiences.	**1.** # of datasets in the Open Research Data Pilot used to promote the project and its results.	The targets for this will be decided on as the project progresses.

Appendix 2

Communication activities by the Agency and the Commission

Right to use beneficiaries' materials, documents or information

The Agency and the Commission may use, for its communication and publicising activities, information relating to the action, documents notably summaries for publication and public deliverables as well as any other material, such as pictures or audio-visual material received from any beneficiary (including in electronic form).

This does not change the confidentiality obligations in Article 36 and the security obligations in Article 37, all of which still apply.

If the Agency's or the Commission's use of these materials, documents or information would risk compromising legitimate interests, the beneficiary concerned may request the Agency or the Commission not to use it (see Article 52).

The right to use a beneficiary's materials, documents and information includes:

(a) **use for its own purposes** (in particular, making them available to persons working for the Agency, the Commission or any other EU institution, body, office or agency or body or institutions in EU Member States; and copying or reproducing them in whole or in part, in unlimited numbers);

(b) **distribution to the public** (in particular, publication as hard copies and in electronic or digital format, publication on the internet, as a downloadable or non-downloadable file, broadcasting by any channel, public display or presentation, communicating through press information services, or inclusion in widely accessible databases or indexes);

(c) **editing or redrafting** for communication and publicising activities (including shortening, summarising, inserting other elements (such as meta-data, legends, other graphic, visual, audio or text elements), extracting parts (e.g. audio or video files), dividing into parts, use in a compilation);

(d) translation;

(e) giving **access in response to individual requests** under Regulation No 1049/200127, without the right to reproduce or exploit;

(f) **storage** in paper, electronic or other form;

(g) **archiving**, in line with applicable document-management rules, and

(h) the right to authorise **third parties** to act on its behalf or sub-license the modes of use set out in Points (b), (c), (d) and (f) to third parties if needed for the communication and publicising activities of the Agency or the Commission.

If the right of use is subject to rights of a third party (including personnel of the beneficiary), the beneficiary must ensure that it complies with its obligations under this Agreement (in particular, by obtaining the necessary approval from the third parties concerned).

Where applicable (and if provided by the beneficiaries), the Agency or the Commission will insert the following information:
"© – [year] – [name of the copyright owner]. All rights reserved. Licensed to the Research Executive Agency(REA) and the European Union (EU) under conditions."